



## Human Resource Competency Tourism Bali together with ASEAN Economic Community



**Ida Bagus Brata<sup>a</sup>**  
**A.A. Gde Putra Pemayun<sup>b</sup>**

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### Abstract

The human resources capacity of Bali tourism is abundant, but in its management is still very far behind with neighboring countries such as Singapore, Malaysia, Thailand, Philippines, and other countries. This is due to the level of education that is still at the level of standards and facilities that are inadequate, resulting in a standard quality of tourism workforce, increased unemployment, decreased productivity, and less competitiveness in the face of competition among tourism workers in the ASEAN region and internationally. Indonesia with the other nine ASEAN member countries have signed the blueprint declaration of the ASEAN Economic Community to initiate an economic integration step. This makes Bali must strive to improve the quality of tourism human resources as well as enhance the competitiveness of tourism workforce in order to survive in the era of ASEAN free trade and globalization of the international labor market. Bali, in particular, should be able to focus and care about the problem of tourism work and immediately clean up to create a conducive climate to accelerate the movement of economic growth through tourism human resources. This can be done by improving education, improving health, conducting training and developing tourism workforce, providing adequate facilities, improving the labor structure, will encourage the quality of Bali tourism workforce to improve. If a country has the competitiveness and is able to compete in the regional and global arena then it can be assured that the tourism worker is able to achieve standardization and have a good reputation and will certainly increase the national tourism human resource index.

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### Author correspondence:

Ida Bagus Brata,

Vice Dean III, FKIP Unmas Denpasar, Bali-Indonesia

Email address: [ibbrata@gmail.com](mailto:ibbrata@gmail.com)

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<sup>a</sup> Vice Dean III, FKIP Unmas Denpasar, Bali-Indonesia

<sup>b</sup> Department of Economics, Faculty of Economics, Undiknas University, Denpasar, Indonesia

## 1. Introduction

The rapid development of Science and Technology, especially in communication and transportation technology, has caused global issues to spread rapidly and spread to various order, both political, economic, socio-cultural and defense. In other words, globalization is supported by the rapidity of science and technology has made the world transparent without knowing the boundaries of the country. Rapid technological developments, the world community, especially the people of Bali continues to change in line with technological developments, from the agricultural community to industrial society and continues to post-technological society all technological. Achievement of goals in the political, economic, socio-cultural and defense sectors tends to be increasingly determined by the mastery of technology and information, although the quality of tourism human resources remains the primary one. Tourism human resources are one of the key factors in economic reform that is how to create quality human resources and skill and compete in a global competition that has been neglected. Globalization that is definitely faced by this nation demands the efficiency and competitiveness in the business world. Globalization concerning intraregional and international relations will occur competition interstate.

Now the tourism human resources are becoming increasingly important, as the paradigm shifts in the main factor of production that is no longer dominated by physical products and transforms into products of human creativity. Education becomes increasingly crucial and employment increasingly competitive. The World Economic Forum (WEF) launches the 2017 Global Human Capital Report that examines the quality of human resources in 130 countries. The quality of each age group includes four elements of the human capital indicator, i.e. capacity (literacy and educational capacity), deployment (labor participation rate and unemployment rate), development (education level and educational participation) and know-how (the level of knowledge and ability of workers and the availability of resources). Based on these four indicators, the WEF then conducted a ranking to find out which countries have successfully built their human resources well. Indonesia on the list is ranked 65 out of 130 countries. This means that Indonesia is in the middle of world rankings. But despite being right in the middle, the assessment of Indonesia is considered still above the world average. The rating was achieved by Indonesia based on capacity which is ranked 64 with 69.7 value. This value is based on illiteracy and numeracy that has reached 99.7 in the 15-24 age group. This is more or less in line with government claims that some time ago reported that Indonesia is almost 100% free of illiteracy.

## Literature Review

A case study on human resource development has been studied by many researchers from domestic and abroad but the special research on the condition of human resources of tourism in Bali is still interesting to be studied because it is unique but the demand is mostly domestic and foreign businessmen. Based on the study of human resources studies, Juniantara examines under the title "The Influence of Motivation and Job Satisfaction on Employee Performance in Denpasar" The result of the discussion that motivation has a positive and significant effect on performance, motivation has positive and significant effect to job satisfaction, positive and significant to performance. The implication of this research is the theory of two factors also have other limitations that are situational variable. Herzberg assumes a correlation between satisfaction and productivity. But research conducted by Herzberg emphasizes satisfaction and neglects productivity.

The following is a study by Sintya Rani entitled "Strategy of Human Resource Performance Improvement at PT Jaya Kusuma Construction Company". The results of the discussion and the focus of his study that one of the keys to achieving the success of a contractor company in achieving its vision and mission is the quality of human resources is good. It is concluded that the quality of human resources still needs to be improved. By knowing the picture of the current and desired organizational culture it can be known strategies needed by an organization to achieve its vision and mission. While this research specifically takes the theme "Competence Bali Tourism Human Resources Competitive with the ASEAN Economic Community. With the increasing number of foreign workers working in Bali have to run to boost the local tourism human resources in order to fill all sectors of the required tourism workforce formation both private and state sectors so that unemployment can diminish as well as increased community income.

## 2. Research Methods

Types and Data Sources

The data used in this research are:

- a) Primary data, i.e. data, and information obtained directly from sources/respondents. This data was obtained by interviewing the hotel workers in the tourist area of Ubud, as the research sampling unit. The population of this study is hotel workers using proportional sampling technique with a sample of 26 people.
- b) Secondary data, namely data and supporting information obtained from the Kelurahan Ubud office and other relevant data.

### **Research Location**

Research location in star hotels in the tourist area of Ubud Bali by observing and mapping of society working in the tourism sector. Time of observation as an object of analysis is the condition of 1 (one) year running in 2017. 2017 usage considerations taken to facilitate the recording of information on respondents, namely, hotel workers in tourist areas of Ubud.

### **Research Instruments**

The instrument used in this research is descriptive research through literature survey and field survey and in-depth interview. The interviews were open-ended questions and closed-ended questions.

### **Data Analysis**

The method of analysis used in this study includes several methods in accordance with the objectives of the study are as follows.

#### **a) Adam Smith's Classical Theory**

Adam Smith considers man to be the main factor of production that determines the prosperity of nations. The reason, nature (land) is meaningless if there is no human resource that is good at processing it so that it is beneficial for life. In other words, effective human resource allocation is a necessary condition for economic growth. In the midst of this global competition, of course, the required human resources of Bali and Indonesia, in general, are qualified and competitive. It is not easy to prepare human resources Bali tourism is reliable. Therefore, it takes the courage of all parties, especially those engaged in education, to be more daring to make the jump. In a world like this, the key to survival and winning the competition and achieving progress lies in the power of tourism human resources. Therefore must dare to make the leaps in the world of education so that the birth of tourism human resources who have a work ethic, creativity, and high innovation. One vocational education plays an important role in shaping skilled tourism human resources.

#### **b) Malthus Theory**

Malthus assumes that humans develop much faster than agricultural production, to meet human needs. Malthus argues that a high population would inevitably lead to a decline in the production of a head. In the Essay on the principles of the population, it is said that the only way to avoid catastrophe is to control or control the population growth. Tourism human resources constitute all capabilities or potential of the people residing within a certain area along with the characteristics or demographic, social or economic characteristics that can be utilized for development purposes. So discussing the tourism human resources means discussing the population with all its potential or capability. Human potential concerns two aspects, namely the aspect of quantity and quality (Papayungan, 2005: 120). Human potential that will be shown in aspects one of which is quality, can only be achieved with the development of human resources. This is necessary because human resources are the most influencing factors of life. The human ability to influence nature shows that the position of central human resources exists. Development of tourism human resources is very necessary because it has an important aspect of improving human productivity and also has a goal for the advancement of development of a nation and state.

### **Observation and Interview Engineering**

Observation is done by observation directly in the field so as to see and observe more carefully about the hotel workers in the tourist area of Ubud. In-depth interviews (In-depth Interview) with some informants that have been determined, 26 people.

### **Documentation Study**

Documentation study, i.e. data collection techniques by taking some documents or records of the past, both at the Tourism Office of Gianyar Regency and Ubud Tourist Information Center Bali.

### 3. Results and Analysis

#### 3.1 Adam Smith's Classical Theory

Man as the main factor of production that determines the prosperity of the nations. The reason, nature (land) is meaningless if there is no human resource that is good at processing it so that it is beneficial for life. In other words, effective allocation of tourism human resources is a necessary condition for economic growth. Thus it is necessary to develop human resources related to the availability of opportunities and development of learning, to create training programs that include planning, organizing, and evaluation of such programs (Armstrong, 2007: 204). The development of the tourism human resources of Bali as a set of systematic and planned activities designed to facilitate its employees with the skills needed to meet current and future employment demands (Harrish and Desimone, 2012: 22). The development of tourism human resources is a planned and sustained undertaking undertaken by organizations in enhancing employee competence and organizational performance through training, education and development programs (Mondy and Noe, 2010: 270). Thus the development of tourism human resources is all the activities undertaken by the organization in facilitating employees to have the knowledge, expertise, and or attitude needed in handling current or future work. The activities in question, not only on the aspects of education and training but also related to career aspects and organizational development. In other words, the development of tourism human resources is closely linked to efforts to improve the knowledge, capabilities, and attitudes of members of the organization and the provision of career paths supported by the organization's flexibility in achieving organizational goals. Development of tourism human resources needs to be done in a planned and sustainable. The development of tourism human resources is carefully structured and based on scientific methods and guided by the skills required in the competitiveness of the ASEAN economic community and the global community. Development should aim to improve the technical, theoretical, conceptual and moral capacities of tourism human resources in order to achieve good performance and achieve optimal results both domestically and abroad. The development of tourism human resources is increasingly important because of job demands or occupation, as a result, technological progress and increasingly intense competition among ASEAN and international economic communities operating in Bali.

Every human resources tourism in a working world is required to work effectively, efficiently the quality and quantity of work so that the competitiveness of the company getting bigger. This development is conducted for purposes as well as careers for tourism human resources through training and education. Leaders in a company increasingly realize that tourism human resources who have just entered the world of work in general only have theoretical skills only from the level of education they just took. So, development needs to be done, because to train and improve its ability significantly to be able to complete its work. The development of the tourism human resources is very important and requires substantial funds in its implementation, but at such a large cost it is a long-term investment for the company. Because of this, the existing tourism human resources will be skilled and capable, so that when they complete their work it will be done more effectively, efficiently, reducing waste of raw materials and equipment and other equipment will be more durable in maintenance. The results of his work will be better that will also impact on increasing competitiveness of the company. With this large competitive, it will be ascertained that the company will have a better chance and be able to obtain maximum profit in accordance with the target that has been set. The impact for the existing tourism human resources will get the award of a maximum salary, so it can be used for self-improvement tools as well as encouragement in the work. Development of tourism human resources can be divided into two. First, the development of macro tourism resources is based on the development of human resources of tourism that is directed and planned with good management in order to save the existing natural resources appropriately.

Since the human resources of tourism have been developed in such a way, it will have sufficient skills to harness the maximum and sustainable natural results. Second, the development of micro-tourism human resources is more emphasis on optimizing the maximum work in a company. Both macro and micro, the development of tourism human resources aimed at improving the quality of tourism human resources which will lead to the development of the nation. In the development of a nation requires a fundamental aspect called the resources (resources) either natural resources or natural resources and human resources or human resources. Both of these resources are very important in determining the success of a development. However, to support a development, the human resource of tourism is the most important, because if a country has a skilled and qualified tourism human resources it is believed will be able to manage the limited natural resources. For developing countries, where there is a "labor surplus economy" means the capital development can not be poured only on the availability or the possibility of availability of investment funds. The development will be too expensive and will also experience obstacles if a

time source of investment to be limited, government and society. In addition, the large number of tourism human resources should serve as an advantage because the large population, if it can be developed as an effective workforce, will be a large development capital that is very profitable for businesses in all fields. The importance of the development of tourism human resources can also be classified according to their benefits for each subject, ie for the individual as a workforce, company, and for personal, human relations, and policy implementation.

In general, the goal of human resource development of tourism is to ensure that organizations have qualified persons to achieve organizational goals to improve performance and growth ([Armstrong, 2007: 57](#)). The above objectives can be achieved by ensuring that everyone in the organization has the knowledge and expertise to achieve the level of capability required to carry out their work effectively. It should also be noted that in the effort to develop the tourism human resources, individual and group performance is the subject for continuous improvement that people within the organization are developed in an appropriate way to maximize their potential and promotion. Detailed human resource development objectives tourism as follows: (1) Increasing work productivity: with development, work productivity of employees will increase, quality and quantity of production better, due to technical skill, human skill, and managerial skill of the better employee (2) Achieving efficiency: tourism human resources aims to improve the efficiency of power, time, raw materials, and reduce the wear of machines. Waste is reduced, the production cost is relatively small so that the competitiveness of the company is getting bigger. (3) minimize the damage: The development of human resources of tourism aims to reduce the damage of goods, production, and machinery because the employees are more skilled and skilled in carrying out their work. (4) Reduced accidents: Development aims to reduce the accident rate of employees, so the amount of medical expenses incurred by the company is reduced. (5) Improving services: Development aims to improve better service of tourism human resources to corporate colleagues because the provision of good service is a very important attraction for the partners of the company concerned. (6) Maintaining employee morale: With the moral development of tourism human resources will be better because their skills and skills are in accordance with their work so that they are enthusiastic to finish their work properly (7) Increase career opportunities: With development, opportunities to improve employee careers , because skills and job performance are better. Scientific promotions are usually based on a person's work skills and accomplishments. (8) Improving conceptual ability: With the development, tourism resources are more capable and quicker in making better decisions, because the technical skills, human skills, and managerial skills are better. (9) Improving Leadership: With the development, the leadership of a manager will be better, human its relation more flexible, more motivated, so that the co-operation of vertical and horizontal more harmonious. (10) Increase in remuneration: With development, compensation (salary, incentive pay, and benefits) of tourism human resources will increase as their work performance increases. (11) Improvement of services to consumers: The development of tourism human resources will provide good benefits for the consumer society because they will obtain goods or services more qualified. ([Malayu Hasibuan, 2011: 72](#)). With the above description for Bali, the existence of ASEAN Economic Community became the first round to develop various economic quality in Southeast Asia in the development of the free market. The ASEAN Economic Community is two sides of the coin. On the one hand it is a good opportunity to show the quality and quantity of Bali tourism products and human resources to other countries openly, but on the other hand, it can be a turning point for Bali if it can not utilize it well. In the era of ASEAN and global economic community competition, Bali should pay attention to tourism workforce and productivity which is not only about quantitative but also qualitative. The low quality of tourism workforce is one of them caused by the inadequate level of education and skill. This has an impact on the development of resort and new innovation in enhancing the higher competitiveness considering the still standard competitiveness of Bali among other ASEAN countries can be a stumbling block in the ASEAN Economic Community. There are several fundamental problems faced by Bali in facing the ASEAN Economic Community, namely: (1) The high number of misemployments (disguised unemployment) (2) The low number of new entrepreneurs to accelerate the expansion of employment opportunities (3) The increasing number of educated unemployed workers, due to inconsistencies between college graduates and labor market needs (4) The informal sector dominates employment, where the sector has not received optimal attention from the government.

According to Immanuel Adi Pakaryanto (Corporate Human Resource Management Deputy Function Head of Triputra Group) the implementation of ASEAN Economic Community has positive and negative impacts of business climate in Indonesia: Positive impact: Work permit is easy. Thus, for the world of work, expatriates will easily enter Bali. If responded positively, local talents can explore deeper knowledge from them, adopting their working style. Then from the business side is also no longer difficulty in finding the talent desired to fill important roles, because hunting talent is getting wider, not only the scope of Bali alone. So it can be worth it between fee and quality. Similarly, the talent of Bali, they also have the opportunity to migrate abroad, as long as their



competence is sufficient, such as English literacy, technical, and certification. Negative Impact: Consumptive behavior makes businesses from neighboring countries see Bali as a fat and weak market. If this is maintained, it is possible that local industries will lose competitiveness with the ASEAN and global economic community.

### 3.2 Malthus Theory

Malthus assumes that humans develop much faster than agricultural production, to meet human needs. Malthus argues that a high population would inevitably lead to a decline in the production of a head. An Essay on the principles of the population it is said that the only way to avoid catastrophe is to control or control the population growth. Admittedly the population growth is very high in developing countries because of the lack of public advocacy about the welfare of human life. Human resources tourism is all the capabilities or potential residents who are in a characteristic area or demographic, social and economic characteristics that can be utilized for development purposes. So discussing human resources tourism means discussing the population with all the potential or ability. The human potential concerns two aspects: quantity aspect than quality. Characteristics demographics is a quantitative aspect of tourism human resources that can be used to describe the number and growth of population, population shift, and population composition. Characteristics of social than the economy are related to the quality of tourism human resources. The success of development carried out by a country is determined by the quality of tourism human resources that exist both physically and mentally. The human resources of tourism become an effective asset of tourism workforce to create prosperity. Abundant natural wealth will not be able to provide great benefits for humans if the existing tourism human resources are not able to process and utilize the available natural wealth. The development of Bali's tourism human resources is part of the process and objectives of national development. Therefore, the development minds that developed in Bali today are strongly influenced by the increasing awareness of the nation's participation in the ASEAN Economic Community and the global era. It is hoped that this will bring benefits and encourage the national development process. The thing to be avoided is that the Indonesian people drift uncontrollably in the flow of globalization and drown in it, that globalization will form dehumanization process. At the same time, the Indonesian nation also faces the challenge of catching up with other developed nations. Therefore, the development of a developed and independent nation, to realize the welfare, requires the development of the concept of development based on people and society. On that basis to achieve the purpose of such development, the emphasis of development is placed on the economic field with the quality of tourism human resources. Tourism human resources can be viewed from all aspects of its potential is a major resource in development, including development in rural areas (Setyowati: 2012:27).

In terms of quantity, the population is high, Indonesia actually has the potential of human tourism resources is very large. The high number of residents is an important asset and capital in the growth of the country's economy, especially in terms of potential labor supply as a part of production capital. Especially when the productive age can be suppressed and optimized as a quality human resource tourism. High productive age of Indonesian society, is able to be optimized in reality will give a positive impact on the economic growth rate. High population growth rate will be directly proportional to the number of productive age, so this will further make economic growth increasing. Nevertheless, it has not fully ensured progress towards economic development, the article of high population growth in developing countries is seen as an obstacle to economic development. The obstacles to economic development are due to the high growth rate marked by high birth rate make the structure of productive age population (aged 15-64 years) must be bear the burden of high dependence, thus causing the inhibition of economic development. Revenues earned by a productive age population that should be kept as long-term investments are not entirely feasible. The reason is that the income will be greater spent for the purposes of meeting the needs of other unproductive family members. So as to increase the development and prosperity of the community is getting smaller and difficult to fulfill. Tourism human resources are one of the most important factors in the progress of a country. It is evident in developed countries that tourism human resources play an active role in advancing the country to become the ruler of the world. Tourism human resources are one of the key factors in economic reform, namely how a country creates quality tourism human resources, possessing the skills, abilities, willingness, knowledge, and spirit of competitiveness in facing the competition of ASEAN and global economic community. Bali still faces quite serious problems with regard to the quality of tourism human resources.

Related to the condition of tourism human resources of Bali, initially, there is an imbalance between the number of job opportunities and the labor force. Still, the standard of human tourism Bali caused by the mastery of science and technology has not been maximal and the level of tourism labor education at the level is. Within the framework of the ASEAN economic community and globalization, education preparation needs to be synergized with

competence demands. Therefore the dimension of competitiveness in tourism human resources increasingly become an important factor so that efforts to boost the quality of tourism human resources through education is a demand that must be put forward. Increasing the number of labor forces not balanced by the expansion of employment will bring its own burden to the economy. The unemployed workforce will cause unemployment. Whereas the government's expectation, the increasing number of the workforce could be a driver of economic development so that the tourism human resources of Bali can compete with the advanced ASEAN economic community. In order to improve the competitiveness of ASEAN region as a whole in the global market, and promote economic growth, reduce poverty and improve the living standards of ASEAN member countries, all ASEAN member countries agree to realize real and meaningful economic integration i.e. ASEAN Economic Community. ASEAN economies The involvement of individual countries in cooperation, both multilaterally and regionally, has its own interests, as well as Indonesia and Bali Especially have their own interests with the cooperation of ASEAN. The challenges facing Bali entering the ASEAN economic integration are not only internal in the country but moreover the competition with other ASEAN countries and other countries outside ASEAN. Another challenge is Bali's inflation rate is still relatively high compared to other countries in the ASEAN region.

The competitiveness of Bali tourism human resources should be improved both formally and informally. To that end, Bali should be able to improve the quality of tourism so that it can compete both domestically and ASEAN, to prevent the flood of skilled labor from abroad. One of the great challenges of the national educational world is to instill a collective consciousness as a nation that needs to struggle to achieve progress, catching up with other countries in many aspects. Bali is still far behind other ASEAN countries in terms of the quality of tourism workforce, competitiveness, education level and others. Therefore, to face the era of ASEAN Economic Community is full of competition, quality tourism human resources must be prepared because there are still many labor-intensive industries that lack competent personnel that affect productivity, especially in industries that use high technology. The quality of Bali tourism human resources in facing the current ASEAN economic community does not mean that Bali should withdraw from the competition of tourism labor. It is precisely the existence of ASEAN economic community can be part of the quality drivers of education and the ability to work Bali tourism can compete in the fight for employment in their own countries and ASEAN member countries.

#### **4. Conclusion**

ASEAN Economic Community should be able to be utilized as well as possible as a media to promote themselves in the regional arena and training places for Bali tourism workers can compete in the International with more quality than other countries. With the existence of the ASEAN, Economy Society should be able to see a good opportunity to improve the quality of tourism human resources by improving competitiveness, providing adequate education and health, and educating the importance of the current and future ASEAN Economic Community.

#### **Recommendation**

Another strategic step to prepare experts and professionals of Bali in facing the ASEAN economic community that must standardize the professional quality of tourism workforce. This is due to the quality and quantity of tourism work in other countries far better than Bali. Bali will be a spectator in their own country if standardization is not done considering companies want a tourism workforce that has excellent quality and expertise so that business activities can live long. That is the reason why standardization is needed when the competition of tourism workers in the era of ASEAN's economic community will be more stringent.

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### Biography of Authors

	<p>Dr. Drs. Ida Bagus Brata, M.Si. is a associate professor as well as a vice dean III in FKIP Unmas Denpasar. He was born in Gianyar, December 31<sup>st</sup>, 1960. He lives at Perum Gunung Sari Indah, Jl. Tukad Buana II / 26 Padang Sambian Kaja, Denpasar City, Phone Number / Fax / Mobile: (0361) 240985 / Hp. 081338507765. His office address at Jl. Cambodia No.11A Denpasar, Phone / Fax Number: (0361) 240985, E-mail address: <a href="mailto:ibbrata@gmail.com">ibbrata@gmail.com</a></p>
	<p>Dr. Drs. A.A. Gde Putra Pemayun, M.Si. Institutions: Department of Economics, Faculty of Economics Undiknas University of Denpasar, Indonesia. Address: Jalan Bedugul No. 39 Denpasar, Bali Province, Indonesia, Post Code (3261) 723868. Phone: (+62) 82145997234. Email: <a href="mailto:putra.pemayun@gmail.com">putra.pemayun@gmail.com</a>. Education background: Bachelor degree: A graduation at the Faculty of Economic in Undiknas in 1985. Master degree: A graduation at the Postgraduate Program in Unud, Cultures and Art Studies Program in 2003. Ph.D. degree: A graduation at the Doctorate Program in Unud, Cultures and Art Studies Program in 2014.</p>